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Spring Specialties

1953 Spring Offerings of
GOOD THINGS FOR
YOUR FLOWER GARDENS

Gardens at
298 Hillsdale St.

Annuals, Perennials
Potted Annuals, Bulbs

Paul L. Ward & Son, Plantsmen
Hillsdale, Michigan

Phone 653

Michigan customers please include the 3% sales tax required by Michigan Law.

First, we wish to thank one and all of our many customers for the splendid business they sent our way in 1952. We assure you that everything in our power will be done to merit a continuance of your favor. And to those of you who receive this but have not yet given our plants a try, will you not this year grow some of the many good things we are offering on this and following pages.

We are quoting prepaid prices on everything in small amounts, except that if you live west of Denver, or in Texas, Florida or Maine, add 5% to your total order for extra delivery charges for the greater distance. Do not add the 5%, however, on any express collect orders. Farther on we will quote collect prices on quantity orders of potted annuals, etc.

Most of our annual plants are offered both by the dozen from flats and as grown in small pots. The plants from flats are transplanted, started in the greenhouse and hardened off in outside coldframes with full weather exposure before being shipped to you. Those in pots, individually grown, carry a greater root system and insure an earlier blooming start and no transplanting set-back.

A word about express shipments. The cost of transportation by express is almost prohibitive on small orders, but where quantity warrants, express is quicker and with considerable less likelihood of damage enroute through delay or rough handling. You also have automatic insurance and can rely on the express company to make good any damage you may incur. They accept liability when they accept shipment here. Even though it costs a little more, it is best in all ways.

Annual Bedding Plants

ASTERS--Finest double types from the best strains of seed obtainable. All colors but yellow in the regular petal type, also white, blue, pink, rose, purple and mixed in the comet or curly petal type. And in addition will be the Princess series, anemone type--double with crested or quilled centers--very fine for cutting, with good sized flowers and long, stiff stems. These will be in orchid, white, blue, rose, scarlet, pink, mixed. Also plants in a fine mixture of all varieties and types. All above priced at 65¢ a dozen, three dozen \$1.80, 100 for \$4.00. Not less than three of a kind or color. See another page for prices and descriptions of potted asters.

ANTIRRHINUMS (Snapdragons)--For outside blooming. We are able to offer again this year a nearly complete range of colors in the giant flowering Tetraploid type; namely, orchid, white, yellow, two shades of rose, and mixed. In red --not a tetraploid--the variety "Velvet Giant," and in bright rose, "Cherry Queen." Also "Skyscraper" snapdragon, very tall with extra long flower heads. The last named comes in mixed colors only. Any of the above at 75¢ a dozen or 5¢ each for fifty or more. See another page for prices and descriptions of pot grown snapdragon plants.

MARIGOLDS--Giant African doubles in orange, lemon or mixed. In the dwarf or border marigolds we will have "Spry," mahogany and gold; "Sunkist," orange; "Butter Ball," lemon yellow; "Redhead," anemone type, and the beautiful bronze and yellow, "Naughty Marietta," a fine single. 70¢ a dozen, 50 for \$2.20. See another page for description of potted marigolds and prices of same.

SALVIAS--The brilliant red, showy late summer flower which blooms until frozen down. Earliest is St. John's Fire, 12 inches, blooms all summer. "Bonfire," 18 inches to two feet, is midseason and blooms until frost. "Splendens," is tall, bushy and later, but the most showy for fall effect against walls or shrubbery. Plants 75¢ a dozen, 3 dozen for \$2.10. See another page for prices on the pot grown Salvias.

VERBENAS--Brilliant colors in this grand bedding plant. Your choice of scarlet, royal purple, mid-blue, white, pink, salmon or mixed. 85¢ a dozen. These will be strong transplanted, frame grown, about ready to bloom.

ZINNIAS--All colors of the giant flowered, and mixed. Also the small doubles or Lilliputs, in rose, orange, scarlet and yellow. All 60¢ a dozen, 50 for \$2.25. Potted zinnias, with other colors, priced elsewhere.

PLEASE NOTE--Shipment of annuals will be at proper planting time and we shall try to have a continuous supply until about the last of June. Due to our heavy, local Memorial Day trade, little or no shipping is possible for us during the last week in May.

Aster and snapdragon plants will be ready for delivery about May 1st; also possibly the petunia plants. Marigolds, salvias, verbenas, June 1st and later. All potted annuals about May 20th through June.

PETUNIAS--These are one of our main items. Heretofore we have shipped only potted stock, but this season we will offer a limited amount from flats, coldframe grown so that they will be hardened for your gardens and will be ready about May 1st on. The following sorts are expected to be available.

Comanche--1953 All-America medal winner. Deep scarlet-red flowers 2 to 2½ inches across. Produced freely on base branching plants. Grows about 15 inches. This is a hybrid and seed is high in price, hence \$1.00 a dozen for strong transplanted stock.

Popcorn--A brand new, compact growing, large white. Just what we have been wanting with its big flowers on a truly dwarf plant. Only 90¢ a dozen for this fine new beauty.

La Paloma--A large flowering white, beautifully ruffled bloom. This is a hybrid and one of the finest things to grow. Loaded with bloom all season. 90¢ Dz.

Ballerina--Clear, intense salmon. Very vigorous and free branching, profuse bloomer. Starts early and keeps at it. 90¢ a dozen.

Corosel--Bright purple and white variegated dwarf grandiflora. This, too, is a brand new sort that you will like. 90¢ a dozen.

Paramount--Giant ruffled mixed. No finer strain can be obtained in this grand, large to giant flowering ruffled mixture. 80¢ a dozen.

Doubles--Grand mixture of the finest strain of all-double petunias. Strong plants to start blooming in June at \$1.25 a dozen. For separate colors see our offers on potted petunias.

Celestial Rose--The best border pink petunia for early and continuous bloom. Grows about one foot and as wide. Covered with bloom very early. 60¢ a dozen.

Rose Charm--A hybrid, and what a petunia! It is a deeper color than the standard Celestial Rose and a little late in starting to bloom, but if you want a lot of petunia for your investment, this is it. In good soil, full sun, makes a bushy, low plant up to two feet across and so full of bloom as to almost hide the foliage. Set plants at least a foot apart and give them plenty of "elbow room." We will start plants early and give you heavy transplants at \$1.00 a dozen.

Bedding petunias--Order by color. We grow the best variety, in our judgment, of each color: Purple, Blue, Rose, Red, White, Starred, Mixed. Any at 60¢ Dz.

P O T G R O W N A N N U A L S

From two and one-fourth inch pots

For the potted annuals we need to have your orders just as soon as possible. This is so that you may not be disappointed by not getting all of your order, and for us it means not having to grow an over supply. Please give second choice where-ever possible. In asters we will pot grow only the kinds listed below, and all kinds in mixture. If you want other kinds or colors, pot grown, we will be glad to do it for you, but must have your specifications on or before March 15th, which is the time we pot up our asters.

The potted plants are taken out of the pots and individually wrapped to reach you in the best of condition, and if not unduly delayed in transit, will start right off in your flower garden.

When ordering potted annuals, please order at least twelve or more, all of one kind or assorted, but not less than three of a kind or color. We cannot undertake to label one of each. If possible make your order for potted annuals total fifty or more and have them sent express collect. However, we are glad to have your order for as few as twelve.

ASTERS--Pot grown from the following only, at \$2.25 a dozen and not less than three of a kind or color please:

New Crown Asters, mixed only--Upright growing, producing in August many two-foot branches from the base, bearing quilled, long lasting flowers. A fine addition to the aster group.

New Super Giants, mixed only--Ostrich feather flowers, long, heavy non-lateral stems on plants up to three feet high. The finest giant asters in this type. Late summer to frost.

New Ball White--Exceptional doubleness and fine, stiff stems are the outstanding features of this new white.

New Ball Shell Pink--large, fully double flowers of soft, shell pink, carried on long stems.

Rose Ball--new this year. Extra large flowers, fully double. Said by the introducer to be one of the finest asters grown. 25¢ each.

Grand Mixture--Our aster mixture contains some twenty types and colors--no singles--and we hope to have a continuous supply of these at \$1.75 a dozen.

Pot-grown asters by express collect for 50 or more:

Mixed 10¢ each, Rose Ball, 20¢, other special kinds 15¢ each.

SNAPDRAGONS--We are planning to have pot grown plants of all the varieties listed on page 1, and they should be ready at the same time as potted asters, that is, about the end of May and through June. Prices are \$1.75 a dozen prepaid, and in quantities of 50 or more, express collect, 10¢ each. You may order an assortment of potted asters, snapdragons and alyssums to make up your order of fifty or more by express, if you wish.

AGERATUMS--Finest blue dwarf, a grand plant for front border edging. In bud or bloom, 20¢ each.

ALYSSUMS--Carpet of Snow, white, for low borders in sunny locations. Need to be where they can be kept adequately watered or will soon cease blooming. Also the new "Royal Carpet" alyssum, a purple sort to go with the white. Hitherto the violet sweet alyssums have been too tall. The white 15¢ each, "Royal Carpet," 18¢.

LOBELIAS--Compact plants covered with bright blue flowers with white eye. Grand for borders, boxes, urns. Do best in partial shade. 20¢ each ready to bloom.

MARIGOLDS--"Glitters"--Bright lemon yellow. Resembles tight, incurved chrysanthemums. Makes excellent cut flower.

"Happiness"--a new, very early flowering marigold with golden yellow flowers; 3-inch bloom that completely covers plant.

"Honeycomb"--Similar to "Happiness" but the color is vivid orange and petal arrangement has a honeycomb effect.

"Mammoth Mum"--The largest of the chrysanthemum flowered type. Light sulphur yellow.

"Goldsmith"--A beautiful orange, nearly full ball, 3-inch flowers.

"Yellow Supreme"--almost odorless foliage. Large carnation flowered. A favorite with us for many years. Lemon yellow.

"Cupid"--A large flowered, dwarf marigold, only about ten inches high, rich green foliage, against which are nestled 2 to 2½ inch flowers. These in orange, yellow or mixed.

Dwarf Border Marigolds--For extra early dwarf borders use "Spry," maroon and gold; "Butterball," pure yellow, faintly tipped red; "Sunkist," very early pure orange; "Red Head," bronzy red with anemone type center petals; "Naughty Marietta," single maroon and gold; "Rusty Red," new, large, rust red, fully double 2 inch flowers. The 1st three grow about one foot.

"Color Magic"--Eight inches tall, 2½ inch flowers, medium early. A brilliant mixture, with flowers striped and mottled in red and gold.

Our own selection of mixed dwarf marigolds, mostly full double and in a great range of colors, best for cutting where small, long lasting flowers are needed.

Pot grown plants of any of the above at 17¢ each postpaid, or by express collect in lots of fifty or more at 13¢ each. May be assorted with lobelias, ageratums, Unwin dahlias or salvias to make up a fifty or more express collect order.

SALVIAS--All salvias as described on second page, potted at 17¢ each.

POTTED PETUNIAS--We are never able to grow enough of this item. Order early for probably the most used flower in America.
Full doubles, large fringed bloom: "Allegro," salmon; "Nocturne," purple; "Gaiety," pink and white variegated; "Sonata," white; "Caprice," rose; Mixed. All doubles at 30¢ each, strong frame grown plants from 2½ inch pots.

See pages 2 and 3 for description of other kinds. All large flowered singles and all described except bedding petunias by color, 20¢ each. Bedding petunias mixed or in separate colors, 17¢ each.

These are prepaid prices. For an express collect order totaling fifty plants or more, doubles 22¢, large flowered and specials, 16¢, bedding petunias, 15¢.

UNWIN DAHLIAS--Demand has been very heavy for this item year after year. In rich soil with plenty of moisture, these single, semi-double to full double dahlias, in a wide range of colors, give you a maximum of delight both for beauty in the garden and for cutting. The roots of any you especially like can be kept over just as any of the larger flowering dahlias. We offer a strain of our own production which we think is unequalled anywhere for this type. 25¢ each, 6 for \$1.40, 12 for \$2.50. May be assorted with other pot grown June ready plants. The exoress collect price is 18¢ each.

ZINNIAS--Burpee Hybrids. This is the finest giant flowering mixture to be obtained anywhere. \$1.80 a dozen.

"Riverside Beauty"--warm, luminous pink flowers, 5 inches or more across, 2 to 3 inches deep. \$1.80 a dozen.

"Floradale Scarlet"--Flowers five inches or more, a rich scarlet, ruffled and fluted petals. A fine variety for cutting. \$1.80 a dozen.

For other varieties we offer transplants only, as described on page 2. Pot grown zinnias in lots of fifty or more, express collect, 10¢ each, and may be used with other pot grown, June ready plants, in making up a fifty plant order.

DELPHINIUMS

We expect to have good, strong, pot grown delphiniums, the famous double Pacific Hybrids, ready June 1st and through June and July. All will bloom this summer.

"Guinevere" - lavender-pink

"Blue Bird" - rich, bright blue

"King Arthur" - deep violet

"Sir Galahad" - best white

"Summer Skies" - light blue

Mixed - above and others

"Astolat" - new, nearest to pink. Shades from blush pink through raspberry rose.

All delphiniums, 3 for 90¢, 6 for \$1.75; 12 for \$3.25 prepaid.

PERENNIALS

ALYSSUM--Basket of Gold. Spring flowering rock plant. 15¢ each.

CARNATIONS--We have no young plants. Our large, two-year plants in pink, red or white, at 3 for \$1.25 prepaid.

COLUMBINES--Elliott long spurred mixed (best strain); Rose Queen and Crimson Star. All columbines, young plants at \$1.75 a dozen.

SHASTA DAISIES - Large, single white, year-old, 30¢ each. Young plants 15¢.

Double Shastas, young plants, 15¢ each.

SWEET WILLIAMS--Finest double and single mixture, also Newport Pink and Scarlet Beauty. 20¢ each.

We got a too late start on our young perennials last fall and hence in all probability will not be able to make shipments of young plants before May.

SPECIAL--Dahlias--We have arranged to offer boxed dahlia toes from one of the best and largest dahlia farms in the country. These collections are as follows:

1. 6 large flowering dahlias, all different, not labelled.
Parcel post prepaid, \$1.30.
2. 6 beautiful dahlias: 1 art type, 1 ball type, 1 cactus type, 3 decorative type. Each root wrapped and labelled. Prepaid, \$1.85.
3. 6 Exhibition Dahlias, all decorative type--each root wrapped and labelled. Parcel post prepaid, \$2.30.
4. 12 all different dahlias, large to giant flowered, not labelled (our own growing) \$3.50. Or six giant flowering, 3 pompons and three miniatures at same price.
5. Special collection of 6 extra fine:
Premier Winsome, pink. Very large.
Edgar Guest, one of the finest yellows.
Cherokee Brave, a topnotch red.
Thomas Edison, royal purple.
W.H.T., Dusky rose.
White King, a very fine large white.

This collection of six 75¢ dahlias, \$3.25.

Dahlias to be mailed in late April--planting time.

GLADIOLUS OFFERS: 12 all different, giant flowered varieties, unlabelled, No.1 size, put up in an attractive carton, for \$1.25 prepaid, or three collections for \$3.25. Ready April 1st.

Very fine mixture of giant flowering, No.1 size, 25 for \$1.75 prepaid.

Same mixture in No.3 size, which gives fine bloom also first year, \$1.00.

Named Kinds--Spotlight, best yellow; Rita Mae, very fine light red;

Huntress, giant early orchid; Florence Nightingale, ruffled white;

Ethel Cave Cole, giant pink; Burma, giant ruffled deep rose red;

Lady Jane, beautiful light cream. Any of these 3 for 30¢, No.1.

SPECIAL--Ajuga Reptans--A grand ground cover plant or good in the rock garden.

Deep, glossy green leaves, pretty spikes of delphinium blue cover plant in early spring. Planted one foot apart, will cover area in one year.

Very hardy, sun or shade, height six inches. \$1.50 a dozen.

SPECIAL--"Blue Danube" hardy asters. Of medium height--20-24 inches--and completely covered with light blue asters all through September. Will live for years and is grand for clumps or border rows. This is an exceptional aster both in flower and foliage and you should have it. Flowering size divisions 20¢ each, \$2.25 a dozen.

Please order as much of your needs now as you can, giving approximate time you would like to have your plants or bulbs. The early order makes for greater sureness of getting all your order and when you want to plant it.

Perennials accidentally omitted on page 6:

CORNFLOWERS--Young plants in blue or rose, 15¢ each.

COREOPSIS--"Sunburst"--Semi-double pure yellow daisies on long stems. Bloom over a long period if kept picked. 15¢ each.

GAILLARDIA--Monarch strain. Large flowered, variously marked red and gold.

"Burgundy,"--all red Gaillardia. "Sun Gold," golden yellow, excellent cut flower. All Gaillardias, 15¢ each.

PAINTED DAISIES--Young plants. Large flowered best mixed. Also shades of pink available. 15¢ each.

PEACHLEAF BLUE BELLFLOWER--Hardy campanula. Fine spikes of blue. Best in partial shade. Heavy plants 35¢ each.

PINK PLATYCODONS--Balloon Flower--Delicate shade of shell pink. Heavy, 3-year roots, 3 for \$1.25.

POLYANTHUS HARDY PRIMROSES. Young potted plants only, from a grand large flowered Oregon strain. Ready June and balance of the summer. 20¢ each.

HARDY CHRYSANTHEMUMS

Pot grown in two and one-fourth inch pots, ready for shipment in early May. If your chrysanthemum order totals \$5.00 or more you may select one extra of any variety listed.

AUTUMN SONG--Wine rose, large early

CHARLES NYE--Yellow, tall, Sept. 25

CHIPPEWA--large purple, early

CHAMPION CUSHION--Bronze, Sept. 25

HUNTSMAN--Brilliant crimson, Oct. 10

JEWEL--Large lav-pink button, Oct. 10

LAVENDER LADY--Large pink, Oct. 5

MAGNIFICENT--Plum red, Oct. 1

OLIVE LONGLAND--Extra good apricot

POMPONETTE--Best large yellow button

POLAR ICE--Large white

MAJOR CUSHION--Deep pink, Sept. 8

RED GOLD--Grand red and gold

PURPLE STAR--Fine early pompon

WHITE CUSHION--White, Sept. 8

WHITE TOWER--Best white pompon

THE CHIEF--Scarlet and Gold, Extra

YELLOW SUPREME--Best yellow cushion

RED CUSHION

SEPTEMBER DAWN--Large pink. September

Any of the above 35¢ each. Minimum order of chrysanthemums, five plants please.

New and Fine Varieties. Supply Limited

DRAM GIRL--Best lavender pink, Oct. 1

EDITH--Aster purple, 3-inch flowers

FIRESIDE--Burnt orange, Oct. 10

KATHLEEN LEHMAN--Orange and bronze

LEE POWELL--Chinese yellow, Sept. 25

MASQUERADE--Deep lavender button

MISTY MAID--Shell pink, Sept. 28

PINK SURPRISE--Early large pink

RUTH ANN LEHMAN--Grand early yellow

SHALIMAR--Large creamy white

WHITE BOUNTY--A fine white button

CANARY WONDER--Yellow Pompon, Sept. 25

Any of the above twelve varieties 60¢ each
May be included with above 35¢ varieties

PAUL L. WARD & SON, Plantsmen
Hillsdale, Michigan

SIX NEW HARDY CHRYSANTHEMUMS:

These are new and choice varieties. I am offering them as a set, one of each for \$3.00 prepaid. Strong plants from 2-1/4 inch pots. These are all 75¢ varieties. Only five sets will be available. Kinds as follows:

Ming--Yellow pompon. Medium height. Early.
Malinda Brown--Decorative type, rose pink. Early.
Fascination--Large lavender pink.
Miguel--Raspberry red. Decorative type.
Blue Blood--Dark red decorative
Elizabeth Hood--Lavender pink. Large decorative.

MORE POTTED PETUNIAS:

Brilliant Crimson--Brilliant crimson red with carmine shading. Probably the brightest of all red petunias. Straight and compact grower about ten inches high. 25¢ each.
Pink Beauty (Hybrid)--Beautiful pink of rich color, darker toward center and with white throat. Dwarf and compact, 14 inches. Each 25¢.
Pink Queen (Hybrid)--Extra large flowered, 3 inches across, clearest pink with rounded petals. Each 25¢.
Glamour, Ruffled Giant--"The most striking petunia ever grown. Large, 5-6 inch flowers in a beautiful shade of salmon rose, veined brown, cream throat. Each 25¢.
Scarlet Orange (Hybrid)--The most striking colored petunia ever introduced. Large, vivid orange scarlet, well fringed flowers on uniformly dwarf, ten inch plant. Each 25¢.
Minimum order of above kinds \$2.00. Special, 3 of each of these brand new, extra fine colors for only \$3.00 prepaid.

GLOBE PHLOX--A new phlox from Japan. Brilliant display of all phlox colors. Makes a compact, rounded little plant for borders. A real border gem, giving a world of color over a long summer period. Height six to eight inches. \$1.80 a dozen from 2-1/4 inch pots.

COLEUS--A fine mixture of these ornamental leaf plants. We expect to have plenty for June delivery from 2-1/4 inch pots. Use these for shady spots, urns, window boxes or borders. Bright sun soon burns out the beautiful colors. \$2.25 a dozen prepaid.

PINK CLEOME--Spider plant. A brilliant bloomer over a long period. Flowers open each morning and fade before night on sunny days. Remains open for one or more days when cloudy. Plant grows about two feet high and nearly as wide. Plant in full sun. Makes a gorgeous show every forenoon for a couple of months. We have it also in pure white. From 2-1/4 inch pots \$2.25 a dozen prepaid.

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